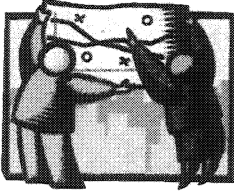


Chapter 3: Marketing



The modules in this chapter provide suggestions for creating a general marketing plan for the coalition.

Module 1: Marketing 101.....157

Organizing people, resources, and information before planning marketing actions

Module 2: The Marketing Plan.....166

Creating a marketing plan and timeline that coordinates with other coalition actions

Chapter 3 *Marketing*

Module 1: Marketing 101

Step Up and Step Out to market and model

Most companies exist because of the name and product recognition created by their marketing campaigns! This chapter will start the coalition on its way to creating a campaign for “selling” healthy opportunities!



Can you name the product and company?

- Mmm....Mmm Good..... _____
- Finger Lickin Good..... _____
- Swoosh.....Just Do It..... _____

If you named Campbell’s Soup, Kentucky Fried Chicken, and Nike Sporting Goods, then you are in the company with millions of other Americans who can because of the successful marketing plans developed by these companies!

What is marketing and modeling (M-and-M’s)?

If you set a bowl of M&Ms on a table, what response would people have when they walked by the table? Most people would probably stop and scoop up a handful of candy!

If one person stops and dips their hand into the bowl, no doubt others will model the behavior and follow suit. This is the concept of marketing and modeling, a.k.a. *M-and-M’s*.

The use of *M-and-M's* is a key factor in advancing the goals of a community coalition. Developing and creating role models within the school or community environment increases the likelihood of positive behaviors for healthy lifestyles.

- **Marketing**—events or media reports that create awareness and a desire to join in the actions of the coalition



Marketing will be critical in the beginning stages to make people aware the coalition is being formed. Thereafter it will be key in communicating goals and implementing changes.

- **Modeling**—practicing the changes you hope to create

Modeling goes without saying. It is another key in communicating by setting an example.

Why market Step Up and Step Out?

It goes without saying that you *want* your initiative to be a success, and for that to happen, the vision must be shared and promoted. Large, successful companies do that *very* well, and so can you, even though it won't be on the same scale. The purpose of this module to help you recognize just *how* important *marketing and modeling (M-and-M's)* are!

Marketing...wave the flag for awareness!

Marketing sounds a little complex, but it really isn't. Just think of it as *promoting* your ideas, by creating an interest and desire to participate.



- Have the vision firmly in mind
- Communicate your vision by *marketing* it
- Demonstrate your vision by *modeling* it

Many people are buying particular products because they "Want to be like Mike." The two together, *marketing and modeling (M-and-M's)* are your coalition's tools for generating interest in the beginning, and then sustaining that interest and enthusiasm throughout the initiative.

Examples:



Example 1: Is your coalition *modeling* the concept of creating opportunities for healthy eating and activity choices by providing healthy snack options and leading members in activity during coalition meetings?

Example 2: Is the school principal *modeling* the concept by leading teachers in fun physical activity and stretch breaks during an all day teacher in-service?

Marketing varies with action plans

Your community's marketing plan will be different from other communities because it is a campaign to promote the action plan *your* coalition developed based on the needs of *your* community. Let examples of what other communities do inspire you, but remember that what works for one might not work for another! You have to make sure there is a good fit with your action plan *and* the community.

Example:

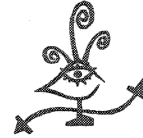


Whynot Community decided to campaign for restaurants in town to "market" healthy meals, an idea Go-for-it Community had successfully initiated. However there was a big difference between the two communities:

- ♥ Whynot is a very small community, with only two fast food restaurants. The coalition found these restaurants didn't have healthy choices and didn't want to plan anything new on their menus. As a result, the coalition felt discouraged.
- ♥ On the other hand, Go-for-it is a large community with a variety of fast food and other types of restaurants that already had healthy food choices, the coalition could easily promote. If Whynot had recognized that Go-for-it was able to enhance what already existed in *their* community they might feel less discouraged.

Marketing plans don't need to be complicated. They shouldn't require a lot of money or other resources to implement, but they do need to stimulate community interest and a feeling of excitement!

Marketing varies with “customers”



Customers are all different!



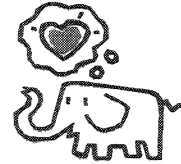
Think in terms of what you are trying to sell to a particular kind of “customer” when developing marketing ideas. Each type of “customer” has different interests and needs. What you really want to do with marketing is identify and meet customer needs with a service, product, or idea.

Example:



It would be very difficult to sell a retired couple without grandchildren, a baby crib...or most teenage girls a subscription to *Modern Maturity*...or a boat trailer to someone without a boat!

Because it is so critical to develop your marketing plan to meet the needs of specific customers, plan each marketing idea with a particular “customer(s)” in mind. For most purposes, the types of “customers” to consider are represented by the different community groups identified for the Action Plan developed in Chapter 2 *Action Planning* Module 4: Action Planning Using VMSOA.



Marketing isn’t a one shot deal

Maintain interest!

Good marketing plans need to be reviewed and updated frequently to keep up with changes and maintain the interest of “customers.”

There are always some “rough spots” when beginning new programs, but knowing where they are will help. When it comes to marketing, it is helpful first to understand that every idea, product, or service goes through ups-and-downs.

Example:



Think of the popular, new products you may have seen through the years. You might know a few people who stood in line for hours to get one of the first Cabbage Patch Dolls! Why don’t we see lines for that product right now? Sometimes popularity fades, and it takes new products or marketing to generate excitement once again. However, with *renewed marketing* and *modeling*, “downs” can start to climb again.

Can you think of a few products that *always* seem popular...or...had their ups-and-downs? How about the Barbie Doll or Volkswagen Beetle? Continued M-and-M's are key reasons for their popularity.

Complacency doesn't have a place in successful marketing plans. The marketing ideas *you* develop that yield great results the first time or two, may also need to be revised to regenerate that "I've got to have it", or "I want to do it" enthusiasm. An example of a great idea that became "worn-out" in one community is presented below.

Example:



A PE teacher used a 5-A-Day Fruit and Vegetable Challenge (a challenge to eat at least 5 servings of fruits and vegetables a day) to market healthy food choices to students. The first year the challenge was made, it generated a *tremendous* student response. The second year the challenge was made, student response was a little less, and in the third year there was very little response.

The plan was a great one. It just needed updating to maintain a high level of interest. Adjustments might have been made if the teacher had recognized that marketing ideas have ups-and-downs. Changing the challenge, creating new approaches, varying rewards for involvement, or involving different people might have been enough to renew interest in the 5-A-Day Fruit and Vegetable Challenge!

Addressing downward trends if they do occur, will help to keep coalition motivation levels high!



Step Up and Step Out to plan for marketing!

1. Recruit marketing team members

Getting people and information organized is always the first step to planning! It doesn't take a professional troupe to develop a marketing plan, but it wouldn't hurt to include someone with marketing expertise. Try to include members from a cross-section of the community. It would be helpful to have members representing each of the

Marketing Plan

1. Recruit marketing team members
2. Identify marketing tools
3. Organize meetings



initiative's components of community, nutrition education, physical activity, and school meals.

Check people the coalition identified as resources in the **Community Review and Resource Modules** in Chapter 2, including:

- ♥ Media professionals, i.e., newspaper, radio, cable TV, network TV, public radio/TV, direct mail, outdoor signs
- ♥ Marketing professionals, i.e., advertising agencies, consultants, and printers
- ♥ School professionals i.e., educators in business, marketing, and journalism/media at high school, junior/vocational college, and university/college levels
- ♥ Business professionals, i.e., company-marketing executives, business owners, the Chamber of Commerce, distributors, and wholesalers
- ♥ Other community members, i.e., freelance writers, photographers, graphic designers, and retired business executives

Expertise, talent, and skills are not the only resources these various groups can bring to the team. They might also donate labor, materials, advertising space or time for use in promoting the initiative at no cost.

Examples:



Example a: Projects and events sponsored by your coalition might be broadcast on the cable TV channel

Example b: College nursing degree students might be recruited as volunteers to help with after school kid's healthy eating and activity programs

Example c: A junior college marketing class could assist with creating and implementing a marketing plan

2. Identify Potential Marketing Tools

The marketing team will need to evaluate a myriad of tools available for marketing in your community and match them with the marketing plan and "customers." Many of these tools in your community were discovered during the community review! The tools should include:

- ♥ Advertising outlets: newspaper, TV, radio, cable TV, billboards
- ♥ Direct mail
- ♥ Speaker's bureau
- ♥ Focus groups
- ♥ Printed marketing materials: brochures, posters, fliers, charts, etc.
- ♥ Surveys

- ♥ Demonstrations: health fairs, physical activity demonstrations, and food tasting
- ♥ Chamber of Commerce

Examples:



Example a: A focus group of high school students could be used to provide input into marketing plans for increasing school lunch participation. Involving students in the listening sessions provides a tool to generate their interest in future changes.

Example b: The Chamber of Commerce might explain the existence of your coalition to a new business in the community. This makes for a great impression of your community, and serves as a marketing tool for future recruits!

3. Organize the Meetings

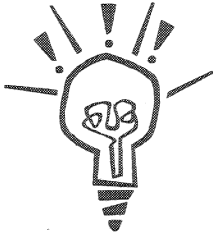
- ♥ Plan meetings at a time and location convenient to team members.
- ♥ Use the first few meetings to brainstorm ideas to make your coalition's goals and objectives blossom. Think through how to structure the meetings to BOOM—Build Outcome Oriented Meetings!
- ♥ The action plan should always be handy when planning marketing or anything else. It is the guide that will ensure good outcomes without depleting the time, talent, and interest of coalition members.
- ♥ Get ready to “Shake, Rattle, and Roll” to *M-and-M's* in the next module!

The list of ideas to market your initiative is limited only by the boundaries set by your marketing team.



References and Resources

A good source of inexpensive marketing ideas can be found in the book: *Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits* by Jay Conrad Levinson, New American Library Trade, 2000. ISBN 0452265193.

**Module Tip:**

Successful marketing can be accomplished on a very small budget. Involve as many marketing professionals from your community as you can recruit. Don't be shy in asking what each professional can contribute to your campaign, i.e. - materials, labor, time or space, etc., to help make your initiative successful and sustaining.

FAQs:

- **Question:** How can you maintain the coalition's interest?

Answer: There are definite steps you can take to maintain interest: Set realistic expectations; have an organized plan and record by which to evaluate success; and celebrate even the small successes.

- **Question:** I fear there will not be enough people offer to donate time or skills. What can I do?

Answer: Keep in mind the suggestion to maintain patience. Start small and look for win/win situations such as college students who need projects or high school students who need to provide a community service.

Module Glossary:

Customer: Used to refer to the community group targeted for marketing.

5-A-Day Challenge: A program developed by the National Cancer Institute to promote the consumption of fruits and vegetables, and to encourage a minimum intake of five fruits and vegetables combined daily.

Marketing plan: A plan that is created to promote awareness, "sell an idea, or increase participation.

Marketing team: A committee of coalition members whose primary responsibility is to create community awareness and motivate change.

Target market: The community group(s) for which the marketing plan is developed.



Checklist for Marketing Success

- ☐ Marketing team is organized

Team Member

Phone Number

- ☐ Meeting dates are set

Dates: _____

Times: _____

Locations: _____

How team will be notified: _____

- ☐ The following information is available

Community Review

VMSOA Action Plans

Resource lists

- ☐ Environmental Change Method forms are ready for use

Notes: _____

